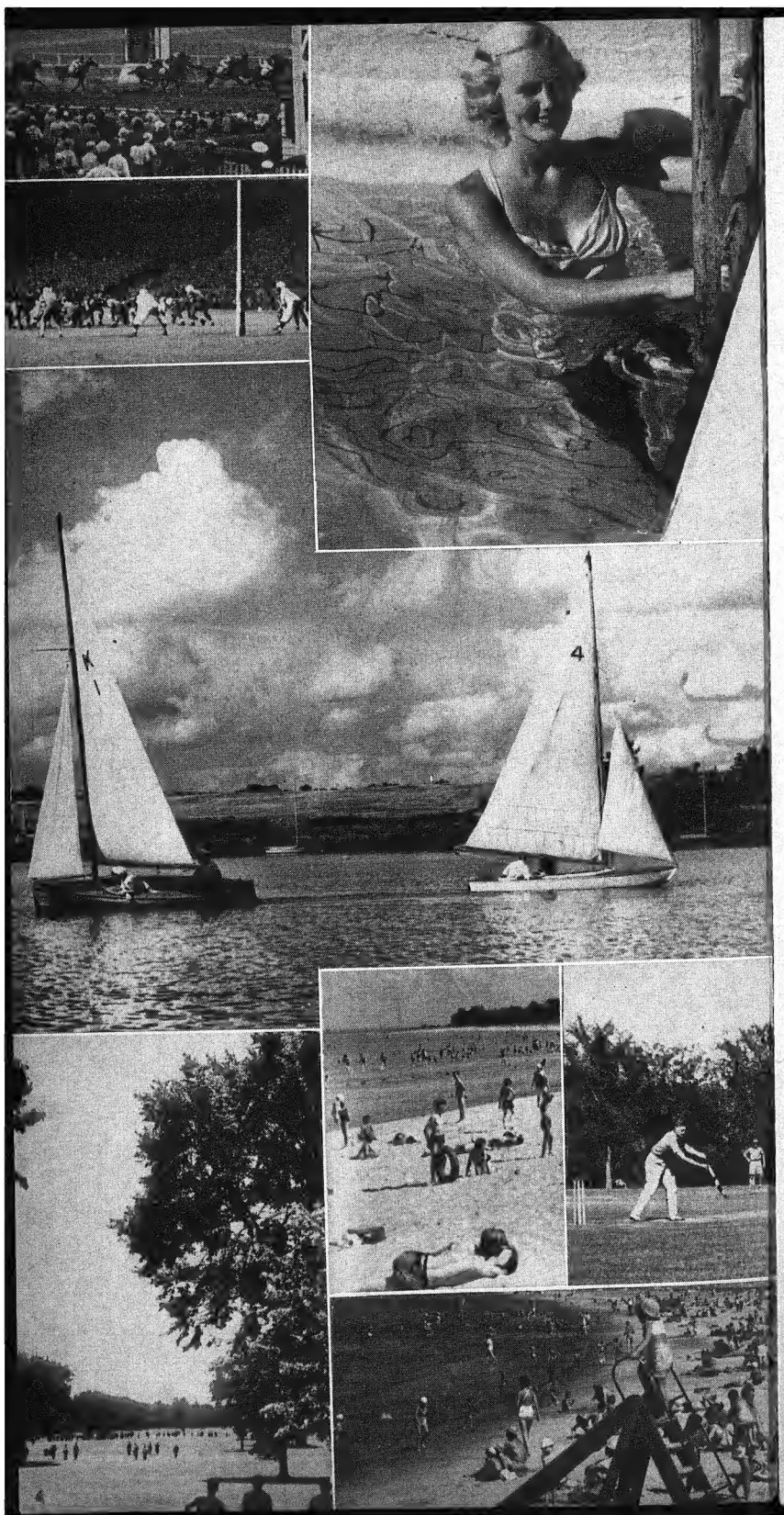


Winnipeg *and* District



READ ***What-to-See—Where-to-Stay*** AND
STUDY THE ***Map*** ON THE INSIDE PAGES



Winnipeg

and District

15
IN THE OLD DAYS—not so long ago—pioneers drove their ox-carts over the flat prairie.

Today, the broad main streets of Winnipeg are laid out along the trails left by those storied Red River Carts.

Modern buildings stand where once there was only bare, level prairie. Gracious homes, well-tended parks and booming industrial areas have risen where once was nothing but the vast hunting-grounds of the Indian.

Canada's fourth largest city is rich in that past—but the present and future are even more attractive.

In the 18th century the famous French explorer *Sieur de La Verendrye* reached the junction of the Red and Assiniboine rivers. He's believed to have been the first white man ever to have done so. The explorer, who was seeking the elusive western sea that would take him to the riches of the Orient, found only a meagre Indian settlement. He established Fort Rouge about the year 1737 and pushed further west.

Fort Rouge soon found itself as the jumping-off point for daring explorers, traders and buffalo hunters with their long trains of creaking all-wood Red River Carts. It became of strategic importance as the gateway to the Northwest Territories (now Alberta and Saskatchewan).

About 100 years later a new fort called Fort Garry was established.

In 1813, Lord Selkirk, a Scottish aristocrat, obtained a large grant of land on the Red and Assiniboine rivers. Purpose was to settle impoverished Scottish fishermen and tenant farmers dispossessed by the enclosure movement abroad. Hundreds of settlers and their families were landed on the shores of Hudson Bay and were transported by barge and boat down Lake Winnipeg to the junction of the rivers.

Winnipeg is a city based on history—and evidences of that history, like nearby Lower Fort Garry, are still around. But in addition, Winnipeg is a thriving commercial centre and a tourist city with top recreation facilities.

Four large and 75 smaller parks, squares and athletic fields dot the city with open spaces, lawns and trees. Hundreds of miles of the city's streets have been boulevarded and planted with trees. Some of them are over-arching now with the growth of more than 50 years.

Largest of Winnipeg's parks is Assiniboine Park, 300 acres straddling the Assiniboine River. The conservatory and palm house—the only one in Western Canada—

GREEN ACRES MOTEL

Alex and Marie Dugalle

Family AAA motel. Fully modern, attractively furnished. Situated just off Highway No. 75, only 15 minutes from downtown Winnipeg. Quiet. Rates \$6.50 for two, \$7.50 to \$10.50 for four. Member BWM—the best Western Motels. Circulating ice water. Air-conditioned.

PEMBINA HIGHWAY

WINNIPEG

Phone 42-7425

AQUA TERRA MOTEL

George and Velma Quinn

Air conditioned, heated, 16 ultra-modern units wired for TV. New TV lounge and snack bar. Shady patio, spacious grounds, playground equipment, barbeques, car plugs, some LHK units. Showers, radios. Quiet and restful. Only 15 minutes from downtown.

1792 PEMBINA HWY. (U.S. No. 75) WPG., MAN.

Phone 4-4297

TOURS OF WINNIPEG

can be arranged. When in the city, drop in to the Travel Bureau, just inside the front door of the Legislative Building, or write:

BUREAU OF TRAVEL AND PUBLICITY

254 LEGISLATIVE BLDG.

WINNIPEG, MAN.

ADAMS MOTEL

Cliff Mallette & Bill Cruickshank

On Pembina Highway, near junction of 75, 2 and 3. AAA. Modern. Shady trees, children's playground. HK cabins available. Rates from \$5 to \$10 a day. A short distance from downtown shopping.

PEMBINA HIGHWAY

WINNIPEG, MAN.

Phone 42-7733

HIGHWAYMAN MOTEL

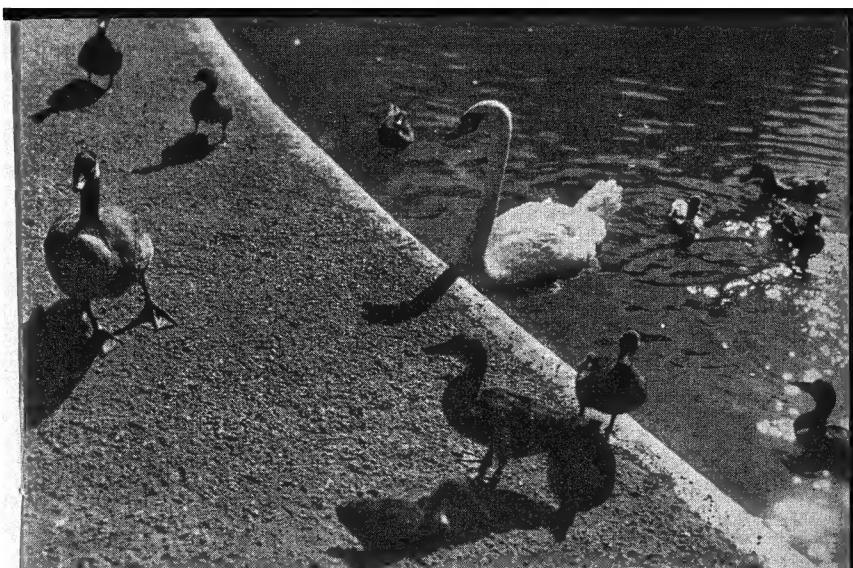
Art and Edith Laing

On Highway No. 75. AAA. With 44 motel units, 24 new. Double bed units \$6.50 to \$8.50. Twin bed units \$7.50 to \$9.50. Radios, lunch counter, air-conditioned dining room.

PEMBINA HIGHWAY

WINNIPEG, MAN.

Phone 42-1203



In Assiniboine Park

is a favorite point of call for flower-lovers all year round. The zoo has both native and imported animals and birds—from lions to a band of buffalo.

Winnipeg is unusually well provided with golf courses. Two of these, Kildonan and Windsor Parks, are municipally operated and open to the public. Green fees are low. Also in operation around the city are half a dozen commercial golf courses where visitors may play on payment of green fees. There are also several private clubs.

Swimming, canoeing and sailing centre in two private clubs and a swimming club. As well, a large canoe livery operates on a beautiful stretch of the Red River. There are good-sized outdoor swimming pools and also an indoor one.

As for shopping, many tourists are genuinely amazed at some of the bargains available. Reason is that the American luxury tax on things like jewellery and perfumes doesn't exist in Canada. The result is a shoppers' haven for visitors.

Most tourists make for the counters displaying English china, crystals and linens—much lower-priced in Winnipeg because of British Commonwealth trade agreements. The quality too, they say, is much higher than the general run of similar types of goods in the United States.

Winnipeg is one of the few places where you can buy all you want of the world-famous Irish Bealek china at low cost. Satisfied tourists claim that sometimes it's only half as much as it is in the States.

Yard goods and beautiful English woollens—also reasonably priced—are other favorites with shoppers.

EDGEWATER MOTEL

Mr. and Mrs. T. E. Holmes

You are a stranger here but once. Modern cabins for groups from two to six. Friendly atmosphere, children's playground, pavilion and refreshment booth. Fifteen minutes from city shopping. Trailer accommodation available.

1700 PEMBINA HWY. WINNIPEG, MAN.

Phone 42-1032

AMAZON MOTEL

Fifteen minutes from downtown shopping on Highway No. 1 West. Ultra modern. Rates by day or week. Phone 83-2884 or 74-8514. Mail inquiries to 889 Bannatyne Ave., Winnipeg.

3081 PORTAGE AVE. WINNIPEG, MAN.

RED RIVER MOTEL

Jim and Florence Affleck

Look for the neon sign. 15 minutes from downtown Winnipeg on Highway No. 75. Sixteen modern cabins, seven fully equipped kitchenettes. Up-to-date facilities, attractively decorated.

1600 PEMBINA HWY. WINNIPEG, MAN.

SOUTH WINDS MOTEL

Open all year—Free TV in every room.

Carpeted, luxurious 1-2-3 room suites.

Tiled—colored tub—showers.

DIRECTLY ON U.S. HWY. No. 75 (Pembina Hwy.)

WINNIPEG, MAN.

NORTH MAIN CABINS

H. and E. Jehle

On No. 1 Highway north of Winnipeg. Out of the city in a quiet location but only 15 minutes from downtown shopping. H.K. cabins with central plumbing. Trailer facilities with electrical connections.

BOX 28A

WINNIPEG, MAN.

The same goes for British leather goods. For "big spenders"—take a look at the South African diamonds.

And if there's a pipe smoker in your family, he can obtain some famous British lines at what he'll think are rock-bottom prices. Ladies always are attracted by the made-in-India rugs on display.

Famed the world over are Hudson Bay "point" blankets, still sold by the 285-year-old Hudson's Bay Company which has changed from a string of trading posts to one of the world's largest department store chains. In the store, a museum pays tribute to the past and present of the West and North. Another giant Canadian department store chain—the T. Eaton Company—also has a large store in Winnipeg.

Winnipeg boasts a large number of small specialty gift shops and some antique shops that contain real treasures for the collector of this type of thing.

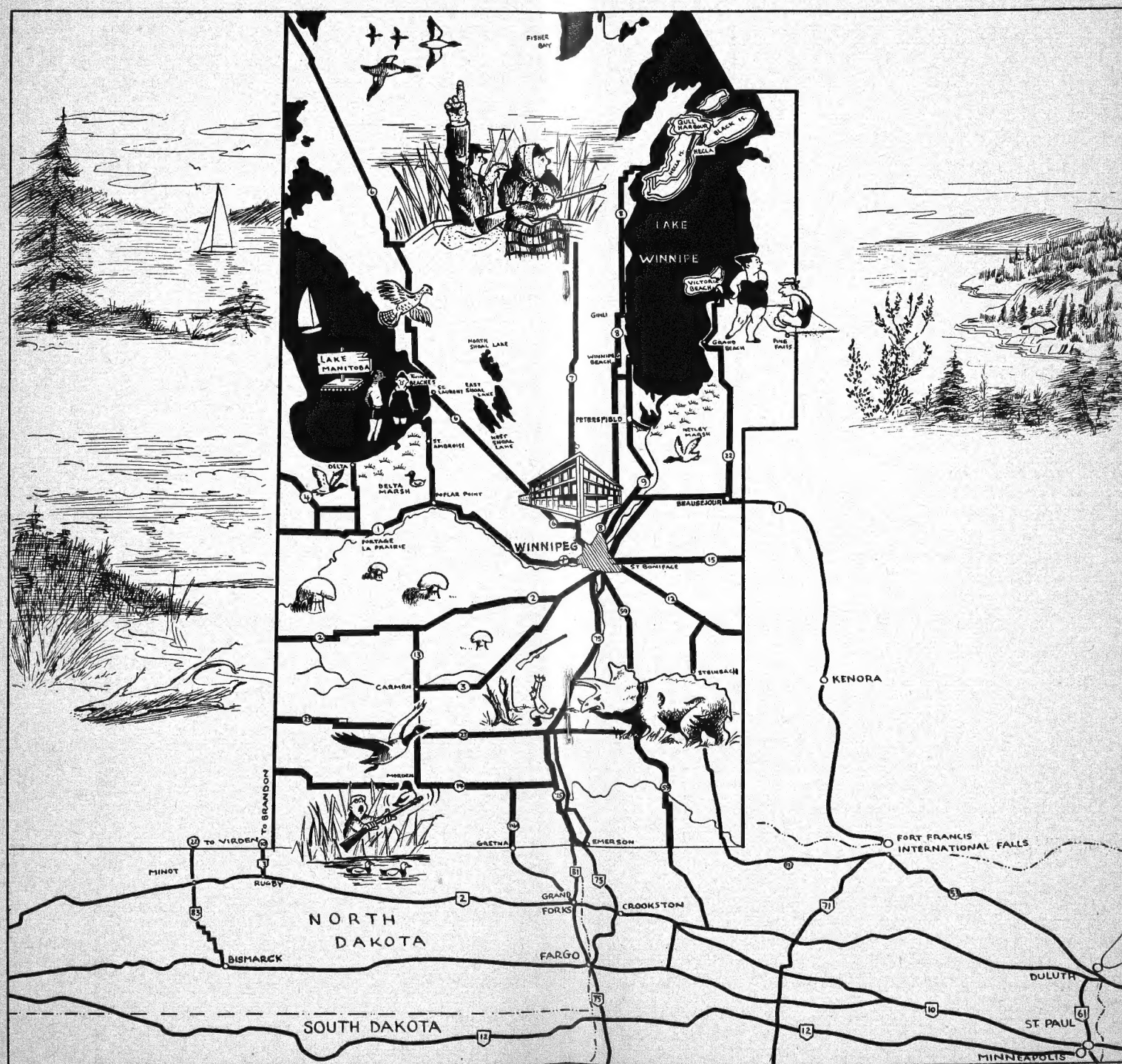
The varied ethnic population in this melting-pot city accounts for the presence of some very unusual items. And as for "native" Canadian work, all types of Eskimo and Indian hand-made goods can be had.

A shopping tour for specialty items shouldn't overlook the Manitoba headquarters of the Canadian Handicrafts Guild. Handicrafts in Manitoba have always flourished—as is obvious during a visit to the guild's shop.

Products are available in a wide range—from beautifully hand-tooled and dyed leather handbags to fine hand-spun wool. The guild features weaving, pottery, wood carving, leather work, rugs, Indian and Eskimo embroidery and beadwork.

Downtown Winnipeg





PRINTED
IN
CANADA

A special type of china figurines—hand-made by a Winnipegger—have won great favor.

What about taking purchases back to the States? According to latest regulations the American government allows each tourist who's stayed at least 48 hours to take back \$200 worth of goods duty free. After 12 days, an additional \$300 worth is allowed—total of \$500.

Yes, Winnipeg has won a wide reputation among tourists as a shopping city. But it's also a great transportation centre.

Winnipeg is serviced by two trans-continental railways, the Canadian National and the Canadian Pacific Railway systems, and holds a commanding position in Canada's railways as they link the east and the west. Railway traffic also comes over Great Northern, Northern Pacific and Soo Line directly to Winnipeg from the United States. The Canadian Pacific's Winnipeg yards are the largest privately-owned railway yards in the world.

Stevenson Field is the base of operation for Trans-Canada Air Lines. Canadian Pacific Airlines operate daily flights from Winnipeg to Dauphin, The Pas and Flin Flon, Man. Fishermen often use CPA flights to these northern areas.

Northwest Airlines operate between Winnipeg, Fargo, Minneapolis and Chicago, where connections are made with all the airways systems of the United States.

A favorite tourist destination is just across the river from Winnipeg. It's the French-speaking city of St. Boniface, a bit of old-world color on the Canadian plains.

St. Boniface Basilica—with its "turrets twain" of Whittier's poem, *The Red River Voyageur*—is one of the most impressive religious structures in the nation.

A Nearby Beach



RAINBOW MOTEL

Highway No 1 West — 20 minutes from downtown Winnipeg. Modern in every respect. Cooking facilities if desired. Moderate rates. Children's playground. Reliable baby sitters available. Open all year. Phone Winnipeg 83-2227.

KIRKFIELD PARK P.O., MAN.

MOTEL FLAMINGO

Frank and Myrtle

On Highway No. 75. 15 minutes south of Winnipeg. Nicely furnished modern cabins. Rest assured. Open year round.

1680 PEMBINA HWY.

WINNIPEG, MAN.

Phone 42-2898

MOTEL "75"

Jay and Jean Smith

On Highway No. 75. For those who enjoy the best. Car plugs, restaurant, single and family accommodation. Ten minutes to heart of city. Phone 4-5163.

WINNIPEG

— MANITOBA

HOLIDAY MOTEL

Harry Gussin

On No. 1 Highway on north edge of city, close to park and historic sites and downtown shopping. Comfortable private modern cottages. Rates \$4 to \$8 per cabin depending on number of persons.

Address inquiries to 421 Semple Ave., Winnipeg.

2450 MAIN STREET

WINNIPEG, MAN.

"ROUGHING IT?"

Whether you're after a holiday in the woods, or a city holiday with all modern facilities—whether you want the rugged life or the "soft touch," MANITOBA has a holiday home for you. Write:

BUREAU OF TRAVEL AND PUBLICITY

254 LEGISLATIVE BLDG.

WINNIPEG, MAN.



Grotto In St. Boniface

Another magnificent spot with religious significance is St. Boniface's replica of the Grotto of Notre-Dame de Lourdes.

The St. Boniface Historical Society maintains a museum at the Hotel de Ville (City Hall). On display are souvenirs and relics of early Manitoba, particularly of the days of the first French pioneers in the province.

Yes, the old is worthy of interest—but it shares the spotlight with the new.

One of the most impressive aspects of the "new" Winnipeg is its startling industrial growth.

From its earliest days, Greater Winnipeg has been the industrial centre of the Prairie Provinces. The greater part of Manitoba's manufacturing firms are located in the city—using its position as rail and highway hub to ship a great diversity of products to markets in Canada and the United States. Today Winnipeg is one of Canada's most formidable industrial giants.

Slaughtering and meat packing is the biggest single industry, second largest of its kind in Canada. The city leads all Canada in the production of men's work clothing, and is a leading producer of ladies' wear. It mills more flour than any other western centre. In the variety of its manufacturing—in railway rolling stock, foods, printing, publishing, malt products, furniture, cotton, jute and fur goods—Greater Winnipeg has set the stage for unlimited expansion.

As a cultural centre, too, Winnipeg is outstanding. The Winnipeg Symphony Orchestra is heard on nationwide radio programs, and plays to packed houses during the concert season. Rainbow Stage in Kildonan Park is a mecca for those seeking outdoor entertainment in the summer. Winnipeg also has a notable local drama group.

GRANITE MOTEL

W. A. Hobson

On Highway 75 in downtown Winnipeg. Five minutes from Portage and Main. Twenty modern units up to \$8 a day. Comfort and convenience.

OSBORNE STREET N. WINNIPEG, MAN.

Phone 72-0060

COVERED WAGON TRAILER PARK

Syd W. Collier

One of Canada's most modern trailer parks, TCMA and TDNA approved. Just 500 feet west of junction of Highways 75, 2 and 3 on McGillivray Blvd. Individual city sewer and water service, modern utility building, laundry facilities, concrete patios, children's playground. Overnight accommodation. Open all year.

WINNIPEG

MANITOBA

Phone 42-9328

Eddy Walker's

LAKE SHORE CABINS

Park Surroundings — Good Sanitation — Every Convenience — Fine Bathing Beach — Games, Etc.

2 ASH AVENUE, WINNIPEG BEACH, MAN.

Phone Winnipeg 4-8512

GULL HARBOUR LODGE

Beggie Jonsson & Sons

Icelandic hospitality, charming surroundings on beautiful Hecla Island in Lake Winnipeg. "Home style" meals or housekeeping cabins. Northern Pike, Walleye, Perch. Fine swimming. Dance hall and driving range nearby. Rates from \$4.

HECLA P.O.

MANITOBA

CHESLEY'S LODGE AND MOTEL

Ed Chesley

The sportsman's paradise. Modern motel unit or HK cabins. Picnic grounds, children's recreation, excellent duck shooting, complete facilities, good fishing. Boats, motors, guides. Camping, dancing, swimming. Reasonable rates for either a general vacation or a hunting trip.

PETERSFIELD

MANITOBA

Phone 809-12, Selkirk Exchange

But perhaps the best-known of Winnipeg's cultural aspects is the internationally famous Royal Winnipeg Ballet—winner of plaudits and tributes in cities all over the continent. Also famed is the annual Manitoba Musical Festival which draws thousands of entrants from all over the province and is the No. 1 annual event on the city's musical calendar.

The strikingly-designed civic auditorium is the scene of performances by internationally-famed stars, as well as local groups.

For the sports-minded, Winnipeg Stadium is the home of top-class professional football games, with the Winnipeg Blue Bombers. A Winnipeg baseball team, the "Goldeyes", competes in organized ball with American teams. In the winter, ice hockey flourishes. An Old World sport—especially popular with tourists—is soccer. There's an annual horse racing meet, too.

Where will you stay? High quality motels and fine hotels offer every facility to accommodate the visitor. Hotels in the downtown area have won plaudits not only for accommodation facilities but also for their excellent cuisines. The many motels on the city's outskirts maintain high standards and are easily accessible to motoring visitors. Many of them are located on Manitoba's Highway No. 75, which links with U.S. 75.

Within easy driving distance of Winnipeg are the many beautiful beach areas of Lake Winnipeg and Lake Manitoba. Lake Winnipeg—one of the biggest bodies of fresh water in the world—is best known in business circles for the livelihood it provides for Manitoba's commercial fishermen. But it also features many large, popular recreation spots like Grand, Victoria and Winnipeg Beaches. The picturesque Icelandic-Canadian fishing settlement of Gimli is also located on the lake.

Lake Manitoba—another very large body of water—is also near the city. It too provides wide possibilities for recreation.

A favorite trip for vacationers is aboard the S.S. Keenora, from Selkirk down the Red River and Lake Winnipeg. Short trips are available, and there are also the popular cruises to Norway House, on the north end of the lake.

A newer vacation spot on Lake Winnipeg is northerly Hecla Island. Here beautiful beach areas share the spotlight with fishing and duck shooting.

Other top-rated shooting areas are within easy access of Winnipeg. The Netley and Delta Marshes on the south end of Lake Winnipeg and Lake Manitoba have won highly-deserved international fame among sportsmen.

Yes, there's the promise of a happy holiday in the Winnipeg area. The city and the district around it offer vacation activities to suit all tastes, all ages and all budgets. And the traditional warm-hearted welcome awaits visitors from near and far.

